

Working Together to Promote Appropriate Antibiotic Use in the Community: CDC and its Partners

June 20-21, 2002
Westin Peachtree Plaza
Atlanta, Georgia

DRAFT AGENDA

Thursday, June 20th

- 8:30 a.m. **Welcome**
- 8:50 a.m. **Current Trends in Antibiotic Resistance; What's New in the CDC Campaign?**
- 9:10 a.m. **Campaign to Prevent Antimicrobial Resistance in Healthcare Settings**
- 9:25 a.m. **HEDIS Measures**
- 9:40 a.m. **Medical School Curriculum**
- 9:55 a.m. **National Media Campaign: Update from Ogilvy**
- 10:15 a.m. **Break: Exhibits Open**
- 10:30 a.m. **Using the Media to Promote Appropriate Antibiotic Use: Two Approaches**
- 12:30 p.m. **Lunch**
- 1:30 p.m. **Workshops (attend 1 of the following 3 workshops)**
 - ♦ **The ABCs of Starting an Appropriate Antibiotic Use Campaign**
 - ♦ **Building and Sustaining a True Collaborative, Fundraising, and Sustaining the Resources and Momentum**
 - ♦ **Evaluation**
- 3:30 p.m. **Break: Exhibits Open**
- 4:00 p.m. **Working Group Meetings**
 - ♦ **Media Campaigns**
 - ♦ **Evaluation**
 - ♦ **Working with Diverse Populations**
 - ♦ **Partnerships, Coalition and Capacity-Building**

Friday, June 21st

8:30 a.m. **Working with Health Plans: Panel Discussion**

10:00 a.m. **Break: Exhibits Open**

10:30 a.m. **Workshops (attend 1 of the following 3 workshops)**

- ♦ **The ABCs of Starting an Appropriate Antibiotic Use Campaign**

- ♦ **Building and Sustaining a True Collaborative, Fundraising, and Sustaining the Resources and Momentum**

- ♦ **Evaluation**

12:30 p.m. **Closing Remarks and Evaluation**

1:00 p.m. **Adjourn**